



# Sweet Spreads in Latvia

November 2024

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## Sweet Spreads in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Positive momentum for a competitive market  
Steady demand for jams despite cost challenges  
Diet and nutrition trends show mixed impact on peanut butter

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Gradual growth expected, driven by premiumisation and pricing  
Honey faces challenges from artisanal competitors  
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